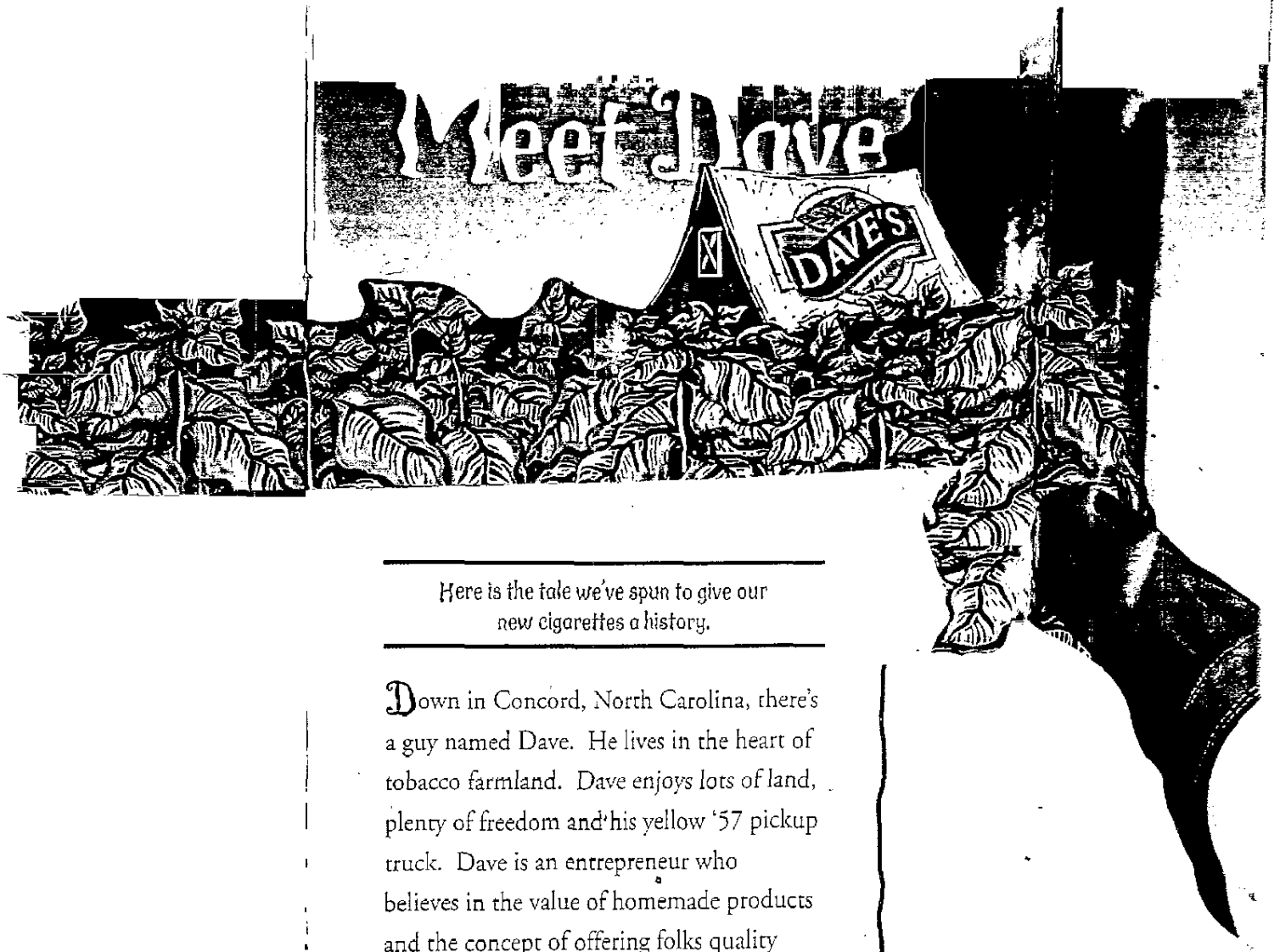
One Man Got It Right

2048196061

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004



Here is the tale we've spun to give our new cigarettes a history.

Down in Concord, North Carolina, there's a guy named Dave. He lives in the heart of tobacco farmland. Dave enjoys lots of land, plenty of freedom and his yellow '57 pickup truck. Dave is an entrepreneur who believes in the value of homemade products and the concept of offering folks quality cigarettes at the right price. And Dave likes the idea of making the sale of discount cigarettes a fun and exciting experience.

Now, Dave usually markets his cigarettes to the folks in his own neck of the woods. But this year Dave's crop was huge! Gigantic! UNBELIEVABLE! Big fat leaves packed with downright down-home flavor. Way too much to sell in Concord. So we volunteered to help sell that bumper crop. We're so sure that Dave's will be a hit with discount smokers, we're bettin' the farm on it.

"Cheap smokes finally have a good name."

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"I love the smell of tobacco in the morning."

DAVE'S GOT REAL APPEAL.

Dave's is a new and unique opportunity to appeal to the people who make up 30% of the cigarette industry volume — the non-premium smokers. The reason these folks choose their brand of cigarettes is not always related only to price. Their choices are also based on image, packaging and product quality.

And quality, image and price — well, that's what Dave's is all about. It's a new discount filter cigarette packaged in a box that has a unique look and "attitude" designed to appeal to discount smokers.

Impactful media and promotional campaigns will deliver messages about Dave's quality and unique image, over pure price messages.

DAVE'S A PRETTY POPULAR GUY.

Dave's appeals to discount smokers who purchase by the pack.

This guy got fed up with the way people were doing it, so he decided to make his own.

Makes me think of the American Attitude 'I can do it better'.

He decided he was going to do it better. I respect that.

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Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

THE RIGHT SMOKE AT THE RIGHT PRICE AND THE RIGHT TIME.

- Consumers are demanding a brand like Dave's that is supported by advertising and promotions that reflect their lifestyles.
- Dave's is a "real" brand that delivers value without using the lowest price positioning.
- Consumers enjoy the story that Dave's is produced by an individual whom they can admire and trust to make a quality cigarette.
- Product features: Full Flavor & Lights, Kings Box, 83MM with cork tipping, unique blend, firmer, more dense than other discount products

WHAT CAN DAVE'S DO FOR YOU?

Stimulate Sales and Traffic

- Extensive media coverage: Billboard Penetration, Magazine, ROP, FSI

Encourage Trial

- Direct Mail Programs
- Lucrative introductory offers

Add Retail Masters Benefits

- Dave's is included in the calculation of your PM volume, potentially influencing your Retail Masters payments.

Deliver Value Added Promotions

- Promotions which eliminate the need for price support: Buy One, Get One Free, Buy Two, Get One Free and more.

Dave's will be promoted in a unique and distinctive way, through product reassurance and emotional connection.

Dave Guarantees "If you don't like 'em, I'll eat 'em."

2048196064

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

HOW TO SELL DAVE'S–
DO WHAT DAVE'S DOES,
USE "THE FIVE P'S."

PRICE - We recommend pricing Dave's competitively with other discount brands.

PRODUCT - Order and maintain inventories on both Dave's packings to avoid out-of-stocks (especially during the introductory period).

- Place inventory order
- Place follow-up order after launch
- Enter packings into your inventory guide
- Introduce Dave's to your store personnel

POSITIONING - Place a Dave's display in a position which maximizes consumer awareness.

PRESENCE - Display P.O.S. which allows your customers to "Meet Dave."

- Maintain sufficient inventories in the display.

PROMOTIONS - Take advantage of pack promotions to generate consumer trial.

- Place Dave's promotions in a prominent, self-service location.

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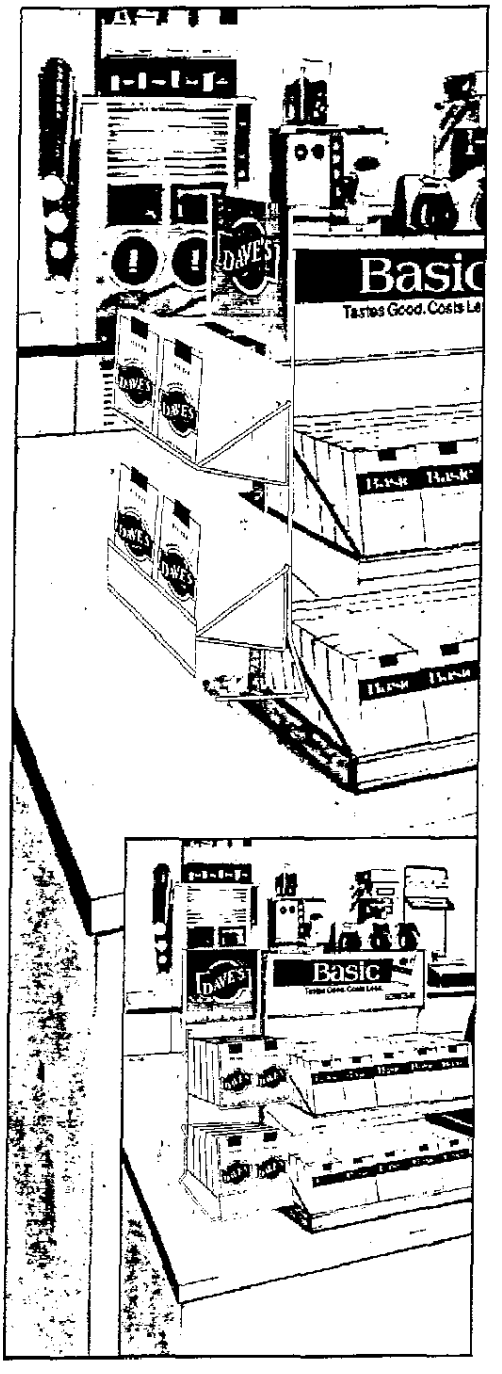
"It all started with a few tobacco seeds... and a dream."



Retail Master's Pack Outlet

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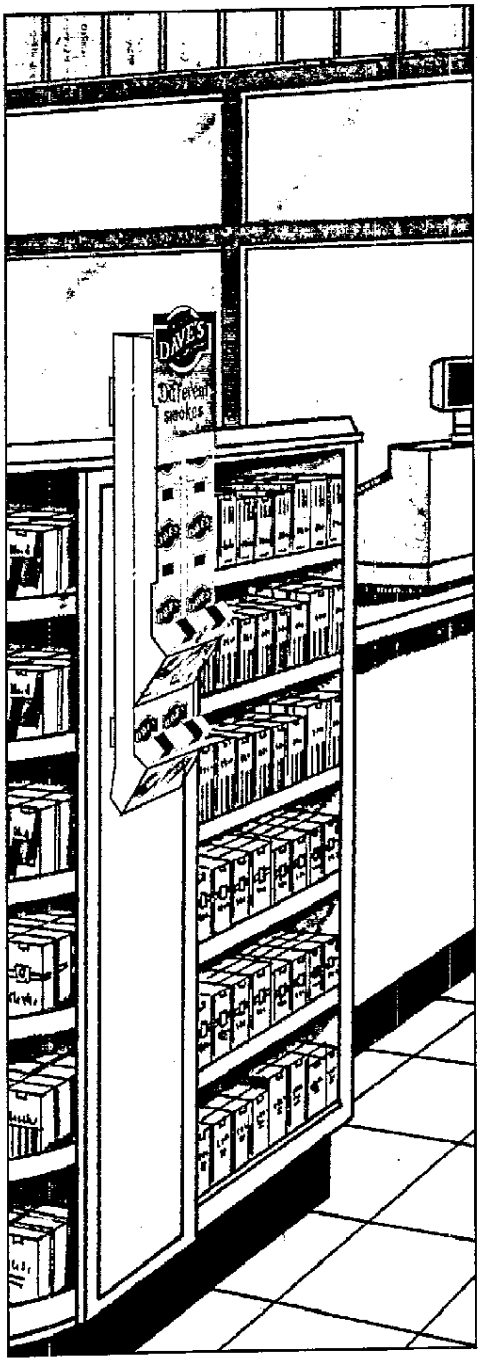
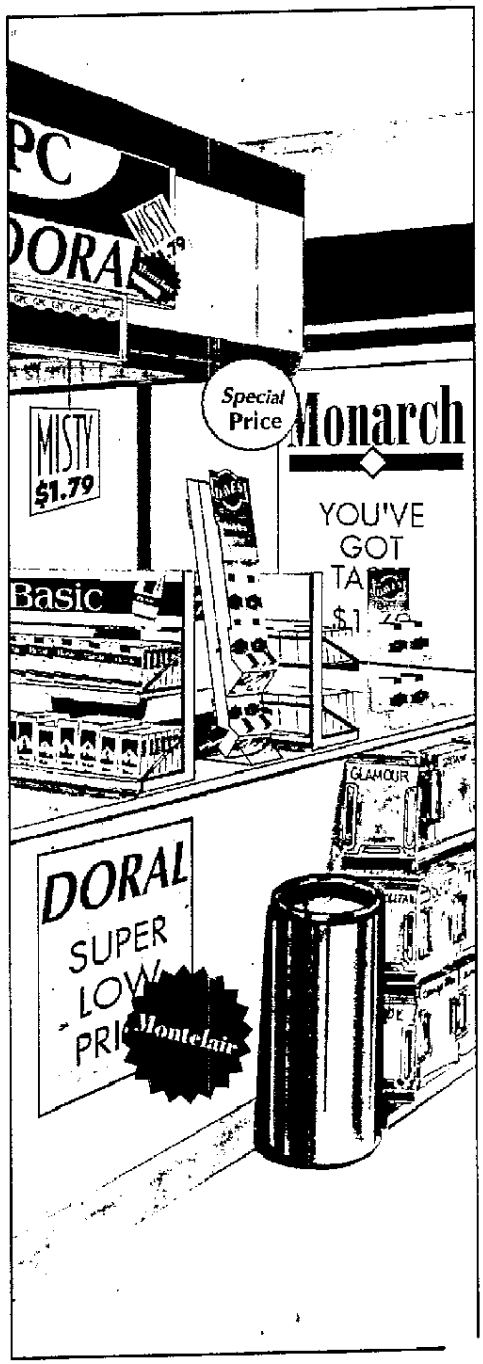


Retail Master's Carton Outlet



Non-Retail Master's Pack Outlet

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DAVE'S. DIFFERENT SMOKES.
DIFFERENT DISPLAYS.

Dave's tobacco breaks away from the norm. Big fat leaves. Because of the "Dave's Difference", these cigarettes should be displayed separately to maintain the down home distinction. Again, Dave's makes it easy. His wire rack display and gravity-feed display serve every purpose a retailer might have.

DAVE'S RECOMMENDED PLACEMENT STRATEGY.

- Retail Masters Pack Outlets:
  Attach the wire rack display to the Basic rack for maximum consumer exposure.

- Retail Masters Carton Outlets:
  Attach the gravity-feed pack display to your CP display or centralized pack fixture.

- Non-Retail Masters Outlets:
  Place either the wire rack or gravity-feed pack display next to your Basic rack for maximum visibility.

Hey, don't miss out on Dave's generosity! By accepting and placing a Dave's display, some P.O.S. and promotions you could receive FREE PRODUCT! Ask your PM Sales Rep about Dave's "FREE FILL". He'll have all the details.

"I'm betting the farm on my new smokes."

2048196068

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

"If you can't sell 'em, I'll eat 'em."

DAVE'S GOLDEN RULE.

Dave is a flexible, understanding guy who doesn't expect the world to play by his rules. He wants to stand alone. Dave recommends that his cigarettes be merchandized on the Dave's rack. Dave's homegrown smokes don't mix with the "corporate" cigarettes.

2048196069

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

INTRODUCTORY POS

2048196070

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

DAVE MAKES A GREAT
FIRST IMPRESSION

Dave's introductory P.O.S. is made to stand out from all the rest. Every element of "Dave's Grand Opening Kit" helps your customers get to know Dave's. The dangler, poster, mobile, shelf talker and banners tell the customer the true scoop.

Outfit your store with Dave's! Once the word gets out, consumers will come looking for it.

Now, temporary P.O.S. may come and go, but Dave's is here to stay. Permanent signage will brighten up your store and keep Dave's top of mind.

"Raise tobacco not taxes."

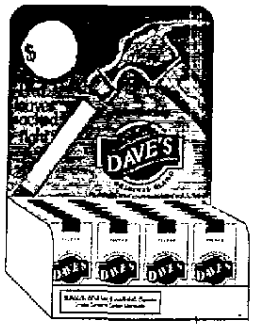
2048196071

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

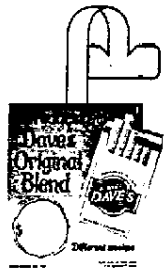
"Darn good smokes with a darn good flavor."

DAVE'S GRAND OPENING KIT

Kit # 1



20-Pack E-Flute Display



Dangler

Vertical Poster

Starburst

Mobile

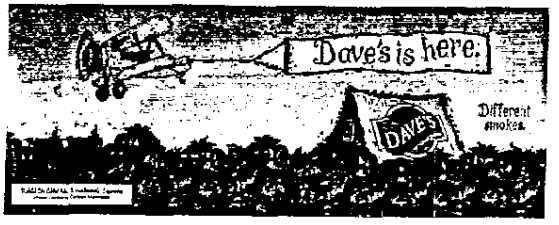
Horizontal Poster

Shelf Talker

2048196072

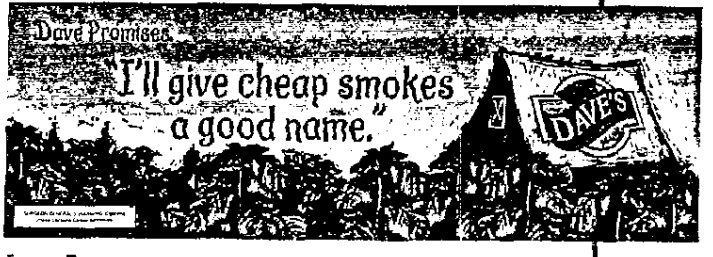
Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

Kit # 2



Small Banner

Kit # 3



Large Banner

Kit # 4

Caddy & Matches

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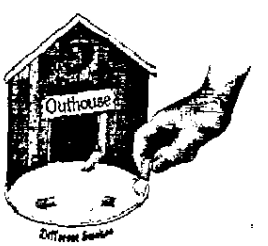
Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

"Sell my smokes so I don't lose my shirt."

PERMANENT P.O.S.

Clock



Ashtray

Penny Exchange

Floor Mat

2048196074

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

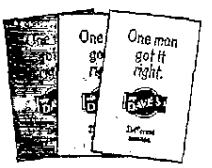
PROMOTIONS

2048196075

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

PHONE THE NEIGHBORS!
DAVE'S GIVIN' STUFF AWAY!

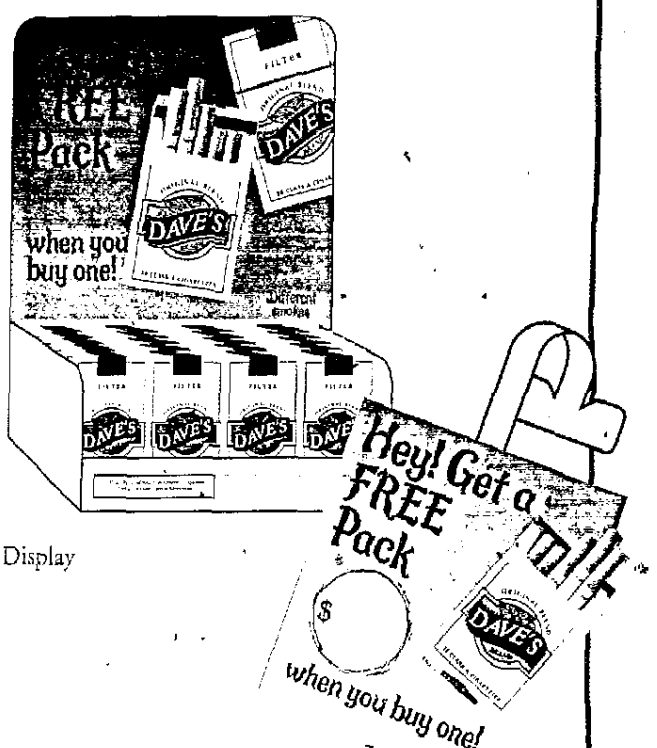
Dave's knows that added-value sells cigarettes. During the introductory period, Dave's will offer a BUY ONE, GET ONE FREE PROMOTION to all participating retailers.



Outserts

2-Pack Sleeve

"Special stuff for my special friends."



Display

Dangler

Poster

2048196076

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

"Mom always said I was a little cheap and a little different."

The trend continues but Dave's plans to "up the ante." Following the Buy One Get One Free, Dave's will offer a special BUY TWO, GET ONE FREE PROMOTION.

30-Pack E-Flute Display

Dangler

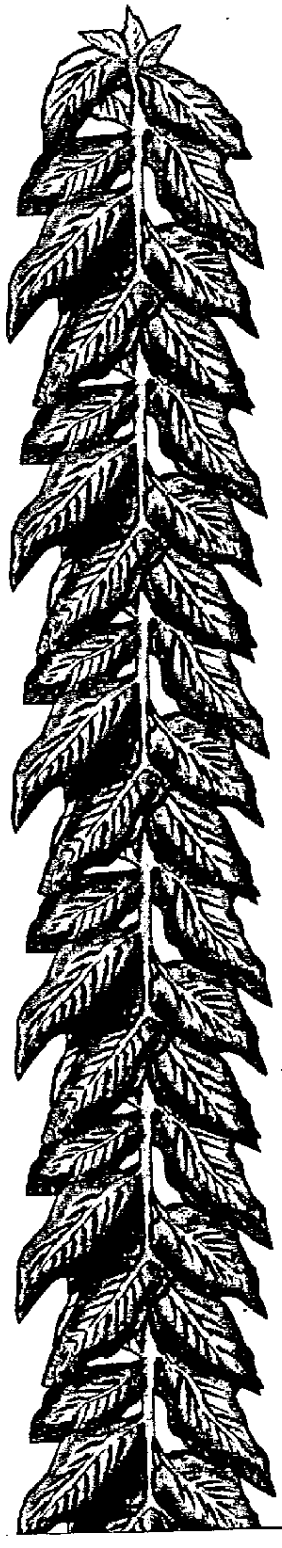
3-Pack Sleeve

Poster

2048196077

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

"You keep selling and I'll keep growing."



PROMOTIONS	JANUARY
BUY 1 GET 1 FREE	
COMPETITIVE DIRECT MAIL	"Give it a Try!"
FSI COUPON	
BUY 2 GET 1 FREE	
INCENTIVE PROMOTION	

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Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

DAVE'S TIMELINE

FEBRUARY	MARCH	APRIL	MAY
"Hey! Get a free Pack!"			
"Coupons!"		Clip and Save with	
	"More free packs!"		
			"Dave's Surprise!"

2048196079

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

Dave's will follow the first two promotions with a special gift for all loyal consumers. But you'll have to wait before you can unwrap this one!

"From farm to market I keep my tobacco dry."

2048196080

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

"Smokes done right - fat leaves packed tight."

DAVE'S WILL BE SEEN ALL OVER TOWN

Through an extensive media push, consumers in your market will be exposed to Dave's at every turn.

- Impactful outdoor advertising will hit the market during the introductory period and these billboards will be hard to miss!

- Innovative print advertising hits the newsstands during the introductory period in hot magazines like Car & Driver, Rolling Stone, Details, T.V.Guide, Sports Illustrated and many, many more. (Dave's will be making an appearance in the newspaper ads, too)

- Valuable F.S.I.'s will be dropped to keep the excitement alive!

- Specially created Direct Mail piece will be sent to smokers to introduce them to Dave's, in the comfort of their own home.

After your customers are exposed to Dave's, you can get ready for increased store traffic and sales!

2048196081

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

RETAILER PROGRAM

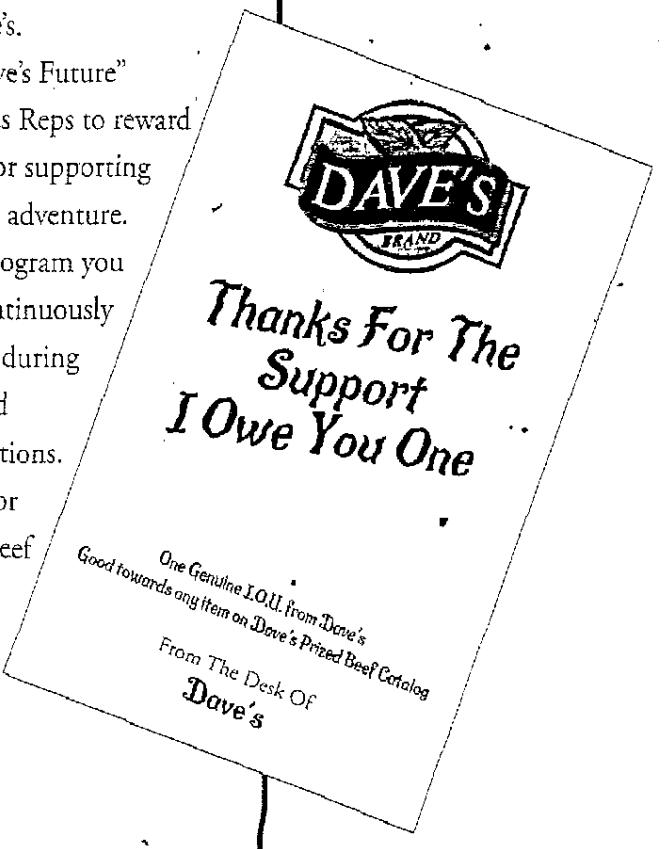
2048196082

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

GET A STEAK IN DAVE'S FUTURE!

Dave's will offer a simple and effective program designed to reward you for participating in the introduction of Dave's new cigarettes. If you accept point-of-sale, promotion & display material you will receive I.O.U.'s from Dave's.

The "Get A Steak In Dave's Future" program allows Dave's Sales Reps to reward retailers (store managers) for supporting Dave's in this new business adventure. If you participate in this program you will receive I.O.U.'s for continuously displaying P.O.S. materials during the introductory period and through the 1st two promotions. I.O.U.'s can be redeemed for steaks from Dave's Prized Beef Catalog. The catalog features a selection of steaks for you to choose from to feed your whole family!



"There's nothing like standing in a tobacco field barefoot."

2048196083

Source: https://www.industrydocuments.ucsf.edu/docs/xryn0004

Dave's will award I.O.U.'s for the placement of introductory P.O.S. materials and the Buy One Get One Free promotional materials sometime during month one of the introduction.

Your Philip Morris Sales Rep will then stop by to ensure the P.O.S. has been placed.

Your Sales Rep will return to your store sometime during the following month and award I.O.U.'s for introductory P.O.S. that is still up and maintained.

In month three, you will be awarded I.O.U.'s for placement and maintenance of the Buy Two Get One Free promotion.

"Get A Steak In Dave's Future" is easy to follow and easy to win. The more involved you are the more people you can feed.

Dave's will contact you soon with more details!

"Catch you later."

DAVE'S BRAND

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